

ABSTRACT

The rise of business marketing activities carried out through social media is the result of technological developments in the form of new media. The development of digital marketing can present a new way for businesses to market their products or businesses. One form of implementation of digital marketing is to utilize influencers as communicators in marketing activities. The utilization of influencers with nano influencer category is something that many business people do. One business that utilizes nano influencers in its promotional activities is Kopi Moya. Kopi Moya utilizes three nano influencers, with the aim of creating brand awareness among the public. Through this promotional strategy, the level of brand awareness of Kopi Moya has reached the brand recall level. This study aims to analyze how nano influencers are used in the promotional strategy conducted by Kopi Moya. This research was analyzed using the concept of modern influencer success factors ABCCs by Backaler. This research uses a qualitative research method with a case study approach, through interviews with nine informants. The results showed that authenticity, brand fit, and relevance play an important role in the effectiveness of Kopi Moya's promotional strategy that utilizes nano influencers in creating brand awareness. The creation of brand awareness on Kopi Moya can be seen from the reach and high resonance of promotional content created by nano influencers.

Keywords: Brand Awareness, Influencer, Nano Influencer, Promotional.